WHAT IS CLAIMED IS:

1.   An image data output apparatus for outputting to a second medium, which is a different type of medium than a first medium, image data recorded in the first medium received from a customer, the apparatus comprising:

a reader for reading out the image data recorded in the first medium;

an output unit for outputting the image data to the second medium;

a digital contents storage unit for storing digital contents to be stored in the first medium;

a selector for selecting from a plurality of said digital contents stored in said digital contents storage unit said digital contents to be provided to the customer based on a predetermined selection condition; and

a recorder for recording said selected digital contents in the first medium.

2.   The image data output apparatus as claimed in claim 1, wherein the first medium comprises a memory card in which the image data is recorded by an image capturing apparatus that records and plays the image data.

3.   The image data output apparatus as claimed in claim 1, wherein said digital contents comprises advertisement information to be provided to the customer in exchange for a discount of the service rate for outputting the image data from the first medium to the second medium.

4.   The image data output apparatus as claimed in claim 1, wherein said digital contents storage unit stores said digital contents to be provided in the second medium along with the image data.

5.   The image data output apparatus as claimed in claim 1, wherein

said recorder records said selected digital contents in the second medium.

6. The image data output apparatus as claimed in claim 1, wherein said digital contents are selected by the customer.

7. The image data output apparatus as claimed in claim 1, wherein said digital contents are selected as not being displayed when being printed.

8. The image data output apparatus as claimed in claim 1, wherein said digital contents comprise pay digital data to be received by the customer.

9. The image data output apparatus as claimed in claim 1, further comprising a customer information input unit for inputting information relating to the customer for reference, and said selector selects said digital contents by referring to said customer information.

10. The image data output apparatus as claimed in claim 1, further comprising a customer condition storage unit for storing a condition relating to the customer as said predetermined selection condition, wherein said selector selects said digital contents by collating said customer information with said customer condition.

11. The image data output apparatus as claimed in claim 1, wherein the image data includes accessory data showing the environment of which the image data is recorded in the first medium, the image data output apparatus further comprising:
        an accessory data reader for reading said accessory data from the image data; and
        a recording condition storage unit for storing a recording condition associating said recorded environment with a recording

format of said digital contents,

wherein said selector comprises a recording condition collator for selecting said digital contents by collating said accessory data with said recording condition.

12. The image data output apparatus as claimed in claim 11, wherein said accessory data relates to the type of image capturing apparatus that photographed the image data, and said recording condition defines a recording format to be played by said image capturing apparatus.

13. The image data output apparatus as claimed in claim 1, further comprising an available memory detector for detecting available memory of the first medium, wherein said selector selects said digital contents based on said detected available memory.

14. The image data output apparatus as claimed in claim 1, further comprising a data size storage unit for storing a data size of said digital contents, wherein said selector selects said digital contents having a smaller data size than said available memory by collating said detected available memory of the first medium with said data size.

15. The image data output apparatus as claimed in claim 1, further comprising:

an after-treatment condition input unit for inputting an after-treatment condition showing whether or not to erase at least a part of the image data from the first medium after completing the reading of the image data from the first medium; and

an eraser for erasing at least a part of the image data from the first medium based on said after-treatment condition.

16. The image data output apparatus as claimed in claim 1, further comprising:

a display for displaying to the customer some of said digital

contents as choices; and

an operation control for selecting desired digital contents for recording in the first medium from said digital contents displayed by said display.

17. The image data output apparatus as claimed in claim 16, wherein said operation control selects desired digital contents for providing to the second medium from said digital contents displayed by said display.

18. The image data output apparatus as claimed in claim 1, further comprising a calculator for calculating a price of said digital contents recorded in the first medium based on said predetermined selection condition.

19. The image data output apparatus as claimed in claim 18, wherein said calculator calculates the price of said digital contents recorded in the second medium based on said predetermined selection condition.

20. The image data output apparatus as claimed in claim 2, wherein the image capturing apparatus having a camera display for displaying some of said digital contents as choices and a camera operation control for selecting desired digital contents from said digital contents displays said digital contents as said choices and records said digital contents by selecting with said camera operation control.

21. An image data output system for outputting image data comprising:

a first medium for recording the image data to be received by a shop for converting a medium and for recording digital contents to be received by a customer;

a second medium for recording the image data and for recording

digital contents along with the image data to be received by the customer;

a reader for reading out the image data recorded in said first medium;

an output unit for outputting the image data to said second medium;

a digital contents storage unit for storing said digital contents that the shop provides to the customer;

a selector for selecting from said digital contents storage unit said digital contents to be provided to the customer based on a predetermined selection condition;

a recorder for recording said selected digital contents in at least one of said first and second medium; and

an image capturing apparatus for outputting customer information, comprising:

an information input unit for inputting by a user's operation information for the image data output apparatus to refer to when selecting said digital contents; and

a recorder for recording said information along with the image data in at least one of said first and second medium.

22. The image data output system as claimed in claim 21, wherein said image capturing apparatus comprises:

a camera display for displaying said digital contents as choices; and

a camera operation control for selecting desired digital contents from said displayed digital contents.

23. A method for outputting image data comprising:

reading out from a first medium that stores the image data, which is recorded by an image capturing apparatus;

outputting the image data to a second medium, which is a different type of medium than said first medium;

selecting from a plurality of digital contents to be stored in at least said first medium that a shop provides to a customer; and

recording in the first medium said digital contents.

24. The method for outputting image data as claimed in claim 23, wherein said recording records said digital contents also in the second medium.

25. The method for outputting image data as claimed in claim 23, wherein said recording records said digital contents selected by said selecting based on a predetermined selection condition.

26. The method for outputting image data as claimed in claim 23, wherein said selecting comprises inputting information relating to the customer for a reference, and said selecting selects said digital contents by referring to said customer information.

27. The method for outputting image data as claimed in claim 26, wherein said digital contents is selected by the customer.

28. The method for outputting image data as claimed in claim 23, further comprising displaying displays at least one of said digital contents before displaying the image data stored in the first medium.

29. The method for outputting image data as claimed in claim 28, wherein said displaying displays at least one of said digital contents before displaying the image data stored in the second medium.

30. The method for outputting image data as claimed in claim 28, wherein said displaying is selected whether to display said digital contents when printing.

31. The method for outputting image data as claimed in claim 23, further comprising storing a condition relating to the customer as said predetermined selection condition, wherein said selecting selects said digital contents by collating said customer information with said customer condition.

32. The method for outputting image data as claimed in claim 23, wherein the image data includes accessory data showing the environment of which the image data is recorded in the first medium, the image data output apparatus further comprising:

     reading said accessory data from the image data; and

     storing a recording condition associating said recorded environment with a recording format of said digital contents,

     wherein said selecting comprises selecting said digital contents by collating said accessory data with said recording condition.

33. The method for outputting image data as claimed in claim 23, further comprising detecting available memory of the first medium, wherein said selecting selects said digital contents based on said detected available memory.

34. The method for outputting image data as claimed in claim 23, further comprising storing a data size of said digital contents, wherein said selecting selects said digital contents having a smaller data size than said available memory by collating said available memory of the first medium with said data size.

35. The method for outputting image data as claimed in claim 23, further comprising:

     inputting an after-treatment condition showing whether or not to erase at least a part of the image data from the first medium after completing the reading of the image data from the first medium; and

     erasing at least a part of the image data from the first

medium based on said after-treatment condition.

36. The method for outputting image data as claimed in claim 23, further comprising:

displaying to the customer some of said digital contents as choices; and

selecting desired digital contents for recording in the first medium from said digital contents displayed by said display.

37. The method for outputting image data as claimed in claim 36, wherein said selecting selects desired digital contents for recording in the second medium from said digital contents displayed by said display.

38. The method for outputting image data as claimed in claim 23, further comprising calculating a price of said digital contents recorded in the first medium based on said predetermined selection condition.

39. The method for outputting image data as claimed in claim 38, wherein said calculating calculates the price of said digital contents recorded in the second medium based on said predetermined selection condition.

40. A recording medium storing a program for outputting image data, which is executable at a computer, the program comprising:

a reading module for reading out the image data recorded in a first medium;

an outputting module for outputting the image data to a second medium;

an selecting module for selecting digital contents; and

a recording module for recording digital contents that said image capturing apparatus reproduces in one of the first and second

medium.

41. The recording medium as claimed in claim 40, the program further comprising a displaying module for displaying at least one of said digital contents before displaying the image data stored in one of the first and second medium.

42. The recording medium as claimed in claim 40, the program further comprising a module for said digital contents to be selected as not being displayed when the image is printed.

43. The recording medium as claimed in claim 40, wherein said selecting module comprises inputting information relating to the customer for reference, and said selecting module selects said digital contents by referring to said customer information.

44. The recording medium as claimed in claim 40, the program further comprising a storing module for storing a condition relating to the customer as said predetermined selection condition, wherein said selecting module selects said digital contents by collating said customer information with said customer condition.

45. The recording medium as claimed in claim 40, wherein the image data includes accessory data showing the environment of which the image data is recorded in the first medium, the program further comprising:

an accessory data reading module for reading said accessory data from the image data; and

a recording condition storing module for storing a recording condition associating said recorded environment with a recording format of said digital contents,

wherein said selecting module comprises selecting said digital contents by collating said accessory data with said recording condition.

46. The recording medium as claimed in claim 40, the program further comprising an available memory detecting module for detecting available memory of the first medium, wherein said selecting module selects said digital contents based on said detected available memory.

47. The recording medium as claimed in claim 40, the program further comprising a data size storing module for storing a data size of said digital contents, wherein said selecting module selects said digital contents having a smaller data size than said detected available memory by collating said available memory of the first medium with said data size.

48. The recording medium as claimed in claim 40, the program further comprising:

an after-treatment condition inputting module for inputting an after-treatment condition showing whether or not to erase at least a part of the image data from the first medium after completing the reading of the image data from the first medium; and

an erasing module for erasing at least a part of the image data from the first medium based on said after-treatment condition.

49. The recording medium as claimed in claim 40, the program further comprising:

a displaying module for displaying to the customer some of said digital contents as choices; and

an operating module for selecting desired digital contents for recording in at least one of the first and second medium from said digital contents displayed by said display.

50. The recording medium as claimed in claim 40, the program further comprising a calculating module for calculating a price of said digital contents recorded in at least one of the first and second medium based on said predetermined selection condition.